

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): An inventory management system, comprising:

a performance measurement system for measuring performance of a medium in which units of inventory are used, wherein said units are advertisement opportunities.

a revenue maximization system which determines a price for said units based on predetermined pricing considerations wherein the revenue maximization system utilizes economic factors which influence demand and various measurement noises are filtered out of these economic factors;

a central information storage system for receiving information from said performance measurement system and revenue maximization system to generate scenarios wherein various combinations of units are grouped together to meet a buyer's criteria wherein said buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units; and

a scenario planner to display the various scenarios generated by the central information storage system.

Claim 2 (original): The inventory management system according to Claim 1, wherein said performance measurement system receives information related to an extent of an audience to which said units are exposed.

Claim 3 (previously presented): The inventory management system according to claim 1, wherein said predetermined pricing considerations includes at least three selected from the group consisting of total number of unsold units, category of buyer attempting to purchase said units, the buyer's history in purchasing similar units, and budget of a seller of the units.

Claim 4 (previously presented): The inventory management system according to claim 1, wherein said buyer's criteria further includes the desired budget for purchase of the units and performance measurements.